

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.17

1336

U. S. Department of Agriculture

Fancy Leaved
CALADIUMS



Azalea Gardens
Sebring, Florida



Bobbink & Atkins

Nurserymen

Florists



TELEPHONE 2-0700

Rutherford, New Jersey

December 2nd, 1935.

Azalea Gardens,
Sebring, Florida.

Gentlemen:-

Last season about this time, we purchased from you a quantity of Fancy Leaf Caladiums. The bulbs were fine, and when they were finished as pot plants made very nice stock indeed. We believe we could have sold more had we had them.

We are interested in obtaining a further supply this year from you, and will be glad to have your list, together with prices. The strap-leaf variety, E. O. Orpet, made a very attractive pot plant, and shall be glad to have you include this variety in your list once again when sending it to us.

Tusting we may hear from you at your earliest convenience, we are,

Very truly yours,

BOBBINK & ATKINS

GCW:AG

BY: George A. Attkins

The above letter shows what one of the country's leading wholesale florists thinks of our stock. It is printed here with their kind permission, and we are proud of the opportunity of serving a firm whose name is a by-word in the trade, when fine stock is spoken of.

FANCY LEAVED CALADIUMS FOR 1936

Another Caladium season is at hand, and we wish to express our thanks to the many friends and customers who have made it possible to greatly extend our Caladium plantings and meet the growing demand for GOOD Caladiums. Our crop is the finest this year that we have ever grown—in quality and quantity.

NOTICE:—While this booklet is in the press, we find that heavy bookings on some of our best varieties have depleted the stock of these. Therefore do not order by number, but leave the selection to us and we assure you that you will receive as fine stock as ever. Our guarantee always holds good.

REMEMBER OUR GUARANTEE

If our bulbs do not please you, and if you do not think they are the most beautiful Caladiums you have ever seen (after they leaf out), return them to us with the names intact, and we will refund your money, including all transportation charges.

TERMS

We offer highest quality stock at low prices, and are enabled to do this only by selling for cash. The bulbs will be shipped C. O. D., if desired.

RESPONSIBILITY

Orders accepted upon condition that they shall be void should injury befall the stock from any condition not under our control.

CLAIMS

Shortages, damaged bulbs, etc., must be reported, and claim made immediately upon receipt of shipment. In no case shall our liability be more than the original invoice value.

SHIPPING

We are located on two trunk line railroads and have excellent and frequent express service to all points. Heavy shipments for the East can be sent by boat from Jacksonville to New York, Boston, Philadelphia, etc.

For parcel post shipments add \$1.00 per hundred bulbs. Any unused postage will be promptly refunded. This amount must accompany all parcel post orders. We guarantee safe delivery to your

door.

WE HAVE PERMITS TO SHIP INTO TEXAS AND OKLAHOMA.

WARRANTY

We give an absolute warranty that our stock is well grown, healthy, true to name and description, and properly packed.

PRICES AND SIZES

You may pick from this list the varieties you wish, but if you want to get the finest selections, ask us to send you our FLORISTS' SELECTIONS, which are sent with names attached for \$8.50 per 100, or WITHOUT names attached for \$8.00 per 100. We are familiar with all varieties, and our FLORISTS' SELECTIONS are nothing but the best. Prices on thousand lots furnished on request.

Bulbs are supplied in size from $1\frac{1}{4}$ to 3 inches in diameter. In many of our varieties we can furnish jumbo bulbs, 3 inches and up in diameter at \$10.00 per 100, named, but will not furnish these without names attached.

Some varieties of Caladium hybrids, especially the most highly colored ones, make comparatively small bulbs $1\frac{1}{4}$ to $1\frac{1}{2}$ inches diameter), but the most of our varieties produce large bulbs up to 3 inches in diameter and over. We do not believe you will find a bulb in any of our shipments less than $1\frac{1}{4}$ inches, and not many of those. These particular varieties which produce comparatively small bulbs are few, but must be kept in the collection on account of their beauty, and we guarantee them to produce as well colored leaves as the larger bulbs.

Please order not less than 50 FLORISTS' SELECTIONS with names attached, as the cost of packing 25 or 50, separately bagged and labeled, is as much as for handling 100, taking the same amount of time and material. If you want our FLORISTS' SELECTIONS without names attached, then 25 will be supplied at the 100 rate. No order for less than 25 bulbs.

SUBSTITUTIONS

We reserve the right to substitute with equally as good or better varieties when the stock of one is depleted unless instructed to the contrary. This only in case you make your own selections.

FOREIGN ORDERS

All foreign orders must be accompanied by International Money Order or New York draft, including \$3.00 for prepayment of postage. Excess postage will be returned. Remittances must be made on the basis of par value of United States currency (normal value) against the value of currency of the country of origin. This to avoid unfair profit or loss to buyer or seller. We do not guarantee safe delivery of shipments to foreign countries.

No.	Name and Description.
103.	THOMAS TOMLINSON. English introduction of great beauty. Considered with Mrs. Haldeman and Hortilania as one of the 3 best red Caladiums grown. Partly transparent brilliant red with a narrow green border. The interspaces are sometimes more or less mottled with white and green. Extra fine. See illustration.
44.	MRS. W. B. HALDEMAN. One of the showiest and most popular of all Caladiums. Very strong grower; medium size leaf of attractive bright red; narrow green border. Interspaces splashed white. Finally whole leaf is a deep pink.
87.	RIO DE JANEIRO. Entirely transparent crumpled leaf of loveliest bright rose, heavy scarlet ribs, narrow green border. Will not stand sun. See illustration.
101.	SCARLET PIMPERNELLE. The King of Caladiums for color contrast. Leaf powdery white; center is one large scarlet splash without veins or ribs; border creamy yellow.
96.	RISING SUN. Showy brilliant red center and ribs on dark bronzy green ground. Leaf profusely spotted transparent pink. Very fine and new. See illustration.
79.	MRS. FANNIE STENBRIDGE MUNSON. Recent English variety of great beauty. Medium leaf, entirely transparent bright rose pink, with ribs of a slightly deeper hue. Has a slightly perceptible network of pinkish green in upper part of leaf.

The man who plows with a crooked stick and ox, and who has never seen a modern plow or tractor, will very likely be satisfied with his antiquated equipment. It is the same with Caladiums. If you've never seen good ones, you are missing something—a chance to grow something beautiful, worth-while and a money-maker for you.

SPECIAL. We again offer the variety E. O. Orpet, (No. 80). See illustration. This Caladium is a brilliant red with a strap-shape leaf. Produces 8 to 12 leaves and makes a fine pot plant. Read what Bobbink & Atkins have to say about it in their letter reproduced on another page. This Caladium is outstanding, in that it is evergreen, never taking the decided resting period that the large leaf kinds do. It will hold its foliage well twelve months in the year. Price: \$20.00 per 100 for bulbs 1 to 1¼ inch.

No.	Name and Description.
40.	HORTILANIA. The brightest and most useful variety for Florists. Deepest blood red splashed leaf; zoned transparent rose; narrow green border. See illustration.
90.	MADAME JULES PICOT. A beautiful green leaf mottled deep rose; narrow green border and light green veins. This is one of the brightest of them all.
49.	MLLE. THERESE BOUDET. The delight of those who prefer a pure pink. The leaf is entirely transparent pure light pink, with very narrow green ribs and edge. See illustration.
42.	MARIE MOIR. Like Candidum, except that between each of the heavy green ribs are 2 or 3 spots of transparent rose. Very beautiful. See illustration.
81.	ITACAPUS. Changes from dark rose with heavy scarlet ribs on moss green ground to lovely grayish white bordered with narrow line of light green, and with the whole center a beautiful transparent rose.
98.	MRS. EDITH E. MEAD. Beautiful snow white leaf (not transparent). Prominent red ribs and narrow green edge. Never fails to attract attention. See illustration.
50.	LADY DRUMMOND. A beautiful, strong upright grower. Center and ribs bright red. The entire leaf is spotted semi-transparent rose. See illustration.

ONLY ONE HIGH QUALITY—NO SECOND GRADE; NO THIRD GRADE. AND NO MIXTURES OR LONG LISTS OF DUPLICATE VARIETIES.

Did you ever stop to think that people will buy something of high quality more quickly than something cheap and inferior? Offer these highly colored Caladiums, and see the difference. They cannot be found on department store counters. We give you the advantage by offering only the best, and at a price that makes it easy to buy. Our large plantings and modern methods of handling Caladiums make these low prices possible. In many instances you will pay the same price we ask, and get very poor stock. We buy every year from every available source, in order to see what is being sent out.

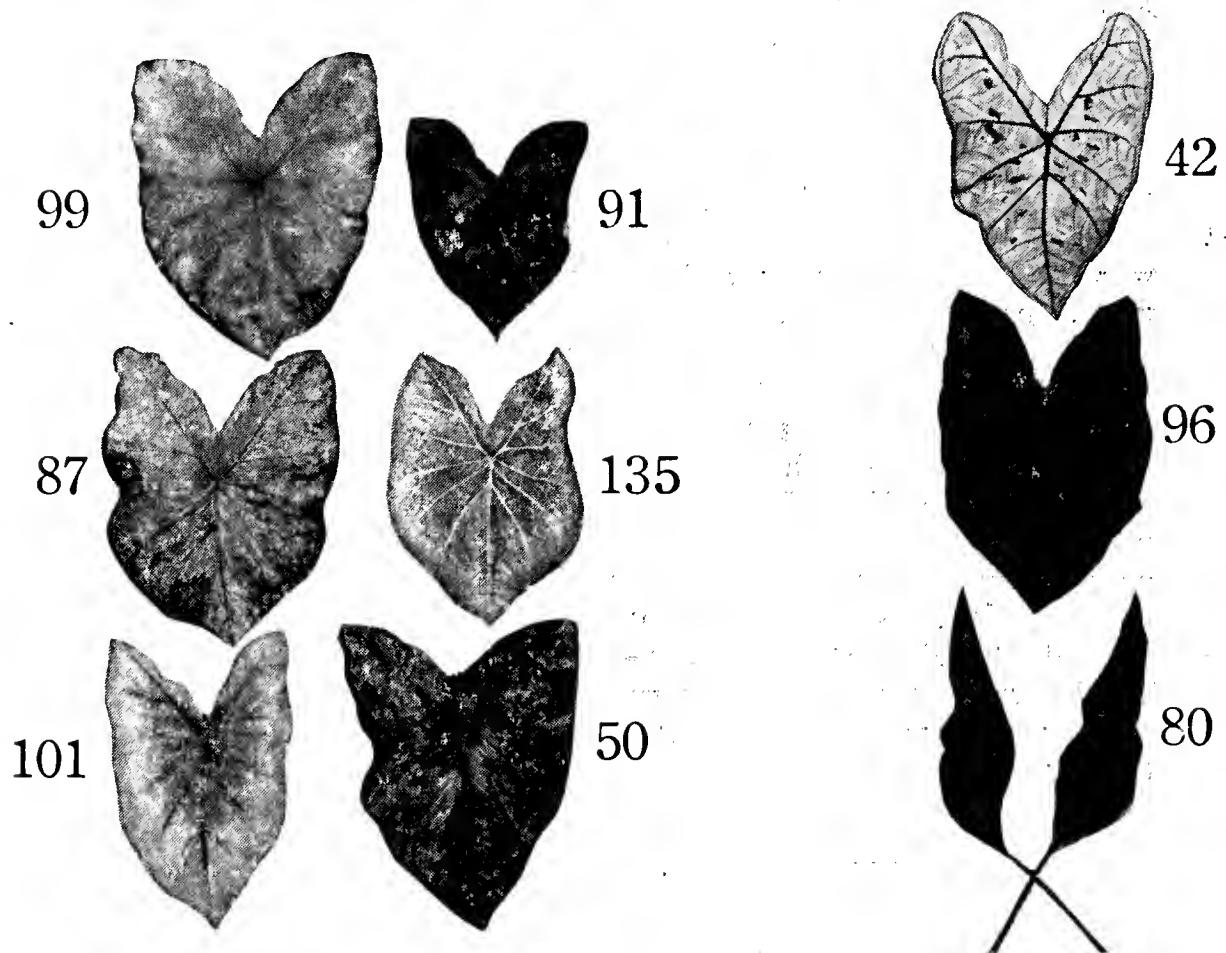
DON'T FORGET OUR GUARANTEE OF SATISFACTION!

The risk is ours. You're the judge. No like, no pay. Anything fairer than this?

- | No. | Name and Description |
|------|---|
| 134. | ACE OF HEARTS. A very fine red, and our newest introduction. Leaf of medium size, splashed deep crimson, without ribs or veins. Produces abundant foliage. Narrow green edge. |
| 197. | GERTRUDE HOLLICK. Another new Caladium. Very similar to Mrs. W. B. Haldeman, but the stem is striped, and leaf is a bit lighter shade of pink. Limited supply this year. |
| 91. | POECILE ANGLAIS. Dwarf and distinctly beautiful, with waved leaves. Center a deep crimson with bluish tint bordered metal green. Outstanding Florists' variety and produces an abundance of leaves. See illustration. |
| 121. | RICHARD F. DECKARD. Large leaf (7x9 inches) brightly colored a rich rose pink with crimson ribs. Between the veins are lilac pink blotches. Bronze pink margin. See illustration. |
| 97. | MRS. ARNO H. NEHRLING. Dwarfish grower, producing many pointed leaves of a beautiful bronze pink shade, overlaid with vermillion ribs, and a bronze-green network near margin. Small bulbs. See illustration. |
| 99. | DR. H. NEHRLING. Satin-finish leaf, entirely transparent, bright rose pink, with crimson ribs. Occasional green flecks appear at very edge to define a margin. Small bulbs. See illustration. |

In variegated leaved plants, such as Caladiums, the more chlorophyl, or green, that the leaves possess, the proportionately less colors and variegation they have. We grow Caladiums with COLOR, which are not so easily and cheaply produced as inferior varieties with more GREEN in the leaves than COLOR, and COLOR is what Caladiums should have.

You can then see that the more chlorophyl a plant has, as in the case of the Caladiums, the faster it grows. It follows that Green Caladiums, more or less void of color, make "shoe-sole" bulbs of great size, and out of shape. We cultivate and fertilize our Caladiums scientifically, and produce a normal size bulb of nice proportions, and with plenty of eyes to produce for you an abundance of foliage, foliage with COLOR. REMEMBER, COLOR COUNTS! The color of your money is certainly worth the best COLOR in Caladiums.



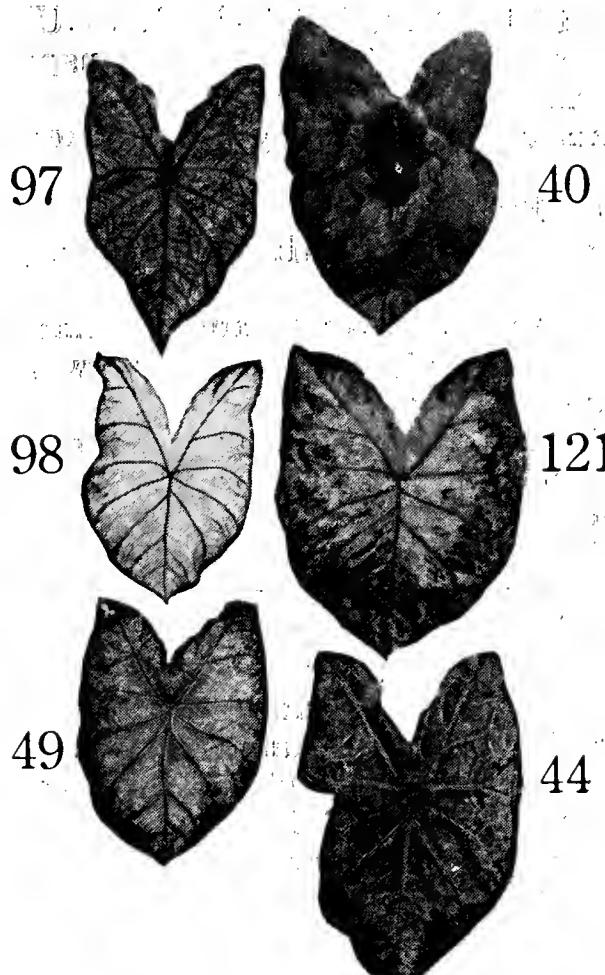
Note transparency of Nos. 99, 87 and 135.

These black and white pictures only serve to show how the color zones are arranged in certain varieties.

Those leaves which show up here only as shiny black, are the deepest reds, therefore reflecting less light than the lighter pinks in photographs.

SOMEBODY CAN ALWAYS GROW IT WORSE AND SELL IT FOR LESS!

ALMOST ANYONE CAN SELL ON PRICE, BUT TO TALK VALUES REQUIRES SOMETHING WITH WHICH TO BACK UP YOUR STATEMENTS.



Note transparency of Nos. 44, 49 and 121.

CALADIUM EYES AND OFFSETS

Some of the finest Caladiums will not produce a bulb with a large number of offsets, but these varieties are few in number. They produce one to two offsets, sometimes none; but you always are furnished a large, strong bulb, and this bulb will give you plenty of foliage. You will find many offsets, and sometimes clusters of them, on some bulbs that are also very fine varieties.

- | No. | Name and Description |
|------|---|
| 135. | MADEMOISELLE JACQUELINE CHERUIT. A newly introduced French seedling. The leaf is transparent, and the center a rich lilac pink with narrow cream ribs. The narrow margin is greenish cream color with very fine darker green network. See illustration. |
| 114. | JOHN PEED. Fine bold plant with many leaves. Center transparent cherry red, with LIGHT green margin. A fine English introduction. |
| 35. | CANDIDUM. An old favorite and popular for Easter. Transparent pure white leaf, bordered narrow green, and with rich green ribs and netting. |
| 69. | GRATIOSUM. Light pink center, bordered by a pink zone and green edge. The leaf is profusely covered with transparent carmine-red specks. |
| 89. | CARO NOME. Whitish, straw-colored leaf with extra heavy scarlet ribs. distinctly zoned transparent carmine-rose. |
| 115. | ZOE MUNSON. Dwarfish grower, with many leaves. Transparent snow-white, but a pink flush can be seen if the hand is held behind leaf, which is rounded and rather small, hardly any green margin, beautifully crumpled. Raised green veins. |
| 120. | PETER P. SCOTT. Bold bright red center, narrow green margin. Finally the entire leaf is a rich red, making it one of the finest of all Caladiums on account of its uniform coloring. A new English introduction, much different from other reds. |

Gullett & Sons, widely-known wholesale florists of Lincoln, Ill., wrote us under date of May 8, 1935: "We had some nice colors in the Caladiums you sent us this past winter . . . Want to get more next year." And under date of Nov. 28, 1935, in inquiring about the new Caladium crop, they bring up a point which we think is well worth passing on, when they remark: "Some of these (Caladiums) we ought to grow for sales during the summer, say up to September. There is always a great scarcity of blooming plants in pots during Summer, usually nothing but tuberous rooted begonias and Gloxinias, so we believe Caladiums might be well worth while at that time." This suggestion, from one of the largest wholesale growers in the country, is worth considering and acting upon; especially so, since our Caladiums cannot be equalled for COLOR. To have Caladiums for sales up until September, it is only necessary to plant the bulbs later than usual, handling the same as other bulbs that are to be brought in at different seasons, or in succession. During summer the bulbs may be

stored in a cool place in sawdust and kept dormant and thoroughly sound until as late as September or October.

The big flower days are Easter and Mothers Day; plant early for these.

ORIGIN OF THE AZALEA GARDENS CALADIUM COLLECTION

The list of varieties which we offer has been picked from more than two thousand varieties that were imported over a long period of years and tested under all conditions. Collections in Europe, especially France and England, and in Brazil, have furnished the greater number of our best varieties. European hybridists have produced some wonderful Caladiums, and the entire range of beautiful and brilliant colors is to be found in the comparatively few varieties that we offer. It has taken us a long time to get these good Caladiums in sufficient quantity to offer them at a reasonable price, as they are much slower in propagating than poor kinds. In large imported collections we have many times wound up by discarding all but a few varieties, and in some cases, all that were imported in that particular lot. There is no use in growing poor ones, as we are not in that business.

OUR OWN HYBRIDS AGAIN

In years gone by, hybridists that have been connected with firms which we have succeeded, hybridized Caladiums as do others in this country yet, but no really outstanding varieties were produced because of lack of breeding and selection. Seedlings were produced without any thought for color—they were just “Caladiums” and sold as such.

We have decided to again take up this hybridizing work, in view of the fact that we have such a fine collection of varieties to use as parent stock. We now have thousands of seedlings coming on—all of them offspring of only the best varieties. Even so, only an infinitely small number of these seedlings will likely turn out to be desirable from color and growth standpoints. Thousands will be discarded the first year they show character. Any Caladium brought out by us and under our name **MUST** be good.

Two good reasons have caused us to start Caladium hybridizing again: First: To meet the demand for newer and better varieties constantly. Second: On account of the red tape necessary to import Caladiums, and the three years' holding of the stock before the Department of Agriculture will allow its release or dissemination. Many bulbs bought in foreign collections are held by these growers at very high prices, and many such bulbs prove to be absolutely worthless from a color standpoint. In again producing our own hybrids we will know

what a Caladium is like before growing it.

In addition to our own work in hybridizing Caladiums, we have arranged with a Florida plant-lover, who is in no way engaged in horticultural pursuits commercially, to bring out his new Caladiums. He has some wonderfully promising seedlings in their second year of growth now, and in due time these new varieties will be offered to the florists who want something GOOD, something in the same class with the stock offered in this booklet.

One of the main reasons we are in this business, is to show you and your customers what REAL Caladiums are—Caladiums with color. We want to prove to you that there are Caladiums available such as you never thought existed, and to do it in the face of all the junk you have seen and still see. Many florists say, "Send me some highly colored Caladiums; I have plenty of the other kind". Which shows that florists in general are becoming fed up on receiving nothing but common Caladiums without any color. We have a number of letters which end with this: "I got stung last year, so want to try your Caladiums this time." A buyer gets what he pays for, be it Caladiums, cows or cars.

We believe in our Caladiums; we know they are the finest varieties in existence, barring none. However, our GUARANTEE of satisfaction makes you the judge of our stock, and whether our claims are what we say. Therefore, there is no cost to you, if you don't find our Caladiums the most highly colored and beautiful ones you've ever seen.

We grow no mixed bulbs. We have no long list of varieties which are claimed to be distinct, being really loaded with duplicates. And we offer no cheap bulbs at ridiculously low prices; ours is ONE GRADE, the BEST grade, and it pays to buy the best, and not waste time, pots, soil, coal, ,etc., on poor stock, which costs as much to handle as good Caladiums.

No florist wants to buy a "cat in a bag"; that's why we are sending out this Caladium booklet. Our stock is all that we say it is, and you can buy from us with confidence. We believe you will find this little booklet of help to you in many ways concerning Caladiums and their culture, storing, etc.

CALADIUM CULTURE

The following applies to pot culture; for ground beds or window boxes the procedure may be the same, or better, turn the plants out of pots and place in beds or window boxes.

Caladiums will not make beautifully colored leaves if placed in a poor soil. They are of easy culture, and many failures are due to some wornout soil. Many soils used in the northern states seem to have a large percentage of clay. This is undesirable for Caladiums — they should be given as much humus as possible, in the form of peat, or cow manure, the latter preferred. No plant repays a right start as much as does the Fancy Leaved Caladium. Get your soil mixture as near to the following as possible: 1 gallon well rotted dairy manure or woods mold (leaf mold), 1 gallon good garden soil or rich loam; $\frac{1}{2}$ gallon peat moss, and $\frac{1}{2}$ gallon clean sand. Be sure the material is free from highly concentrated chemical fertilizers. Use organic fertilizer, if desired in the potting soil, such as castor pomace, dried blood, tankage, cottonseed meal, etc. A four inch pot full of such organic fertilizer added to 3 gallons of above soil mixture will work wonders in giving Caladiums a vigorous growth, color and plenty of foliage. A soil having an alkaline reaction must never be used for Caladiums.

Store Caladiums in a temperature of not less than 50 degrees until you wish to plant. Start them as early as you wish. Do not pot the bulbs. Use a pot in proportion to the size of the bulb, and shift when the pots become full of roots. Keep the plants growing, and see the difference. Several bulbs may be placed in a 6 inch pot for color effect in different varieties, or for specimen plants of one variety.

Most important is watering. Water sparingly until the leaves begin to develop, then increase the supply gradually as the plant comes into full growth, after which the pots must never be allowed to reach a stage of even slightly dry on top of the soil.

Heat will be found very beneficial in starting the bulbs into growth, but do not place the pots too close to the pipes.

In case any bulbs are left over after the growing season, gradually decrease watering as the foliage shows signs of yellowing. When the leaves have died off, turn the pots on their sides under a bench where the temperature does not get below 50 degrees, and WATER the pots, filling them full, every 21 days during the rest period. This has been found a very good method of preserving the life of the bulb in northern greenhouses in winter, which has always been a problem.

The same soil should not be used the second time, but clean all dead roots and tops from the bulbs when ready to start again, and proceed as before.

CALADIUMS AND SUNLIGHT

Going slightly into a technical subject, we would say that color of any kind in a leaf is due to the presence in that leaf of certain cell structures or tissues, each of which reflects ONLY a certain color in the sun's rays. Thus certain cells reflect only the green light in the sun's rays, others the red, and so on. It is the chlorophyl in a leaf that reflects the green light rays from the sun; it is something else that shows up the red.

Caladiums will not produce their best colors if grown in a too shaded situation. Some varieties will not bear direct sunlight, as it burns the leaves and causes them to fade. Such varieties are Nos. 87, 99, 135, and 49. These are the thin-leaved beautifully transparent ones. They should be carried slightly shaded from the direct rays of the sun, or exposed to full light only before and after the hottest part of the day. All the other varieties will produce their most vivid colors if given direct sunlight, but it is well for the florist to use care in this respect, and try out different shading methods, as the sun's rays vary in intensity with the latitude. Just carry the plants the same as any other, and on noticing any slight fading of a leaf before its time, give the plant a bit of shade.

Our Caladiums are grown in the open, in full sun, and this is largely responsible for the vigorous bulbs, as when Caladiums are grown in a shaded lath-house, they are usually planted too closely, and the leaves become straggly and tall. Usually this excess leaf growth is made at the expense of the bulb.

RIGHT START NECESSARY

Caladiums are not to be compared to a narcissus bulb, which can be brought into flower in a bowl of water and gravel. If you want the best results with Caladiums, give them the start and care you would a fern, begonia, or other plant. Just because a Caladium bulb is large, and has a lot of food stored up in it, is no reason why it should not be given some good soil. That food is stored up to make foliage, and the foliage and color will not be what it should, if there is not something under the bulb to give it a right "chance in life". We go into details on this point because we know of many failures with these beautiful plants, that are directly traceable to a misunderstanding of their simple, but exact, requirements.

VALUE VS. PRICE

Don't try to buy a thing too cheap
From those with things to sell - - -
Because the goods you'll have to keep,
And time will always tell.

The price you paid you'll soon forget,
The goods you got will stay;
The price you'll not long regret - - -
The quality you may.

They ought to cut this "price" out
Of dictionaries red,
Make value what men talk about,
Not just the price instead.

Regardless of the kind of goods,
Remember this advice;
Don't let the price control the goods,
But goods control the price.

- - - Selected

AZALEA GARDENS

SECO. 562 P.L. & R.

Sebring, Florida

Return Postage Guaranteed

U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY
Fruit and Vegetable Crops and Diseases o p o 8—3591

PRINTED IN U. S. A.